

# SUBHAYAN MUKERJEE

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## ACADEMIC POSITIONS

**Research Fellow** Aug 2015 – present  
**University of Pennsylvania**, Philadelphia, PA  
Member of the Digital Media, Networks and Political Communication research group.  
Member of the Democracy and Information research group.

**Research Assistant** May 2019 – Jun 2019  
**University of Oxford**, Oxford, UK  
Part of a formal collaboration with the Reuters Institute for the Study of Journalism at the University of Oxford on the use of social media during the 2019 Indian election.

**Summer Intern** Jun 2016 – Aug 2016  
**Harvard University**, Cambridge, MA  
Worked with the Digital Finance Initiative project at the Berkman Klein Center and helped develop an index of open-ness for financial firms and platforms. Also curated and assembled all Suspicious Activity Reports (SARs) of the FINCEN and put them in a public accessible repository.

## EDUCATION

**Ph.D. Communication** 2020  
University of Pennsylvania, Philadelphia, PA  
*Advisor:* Dr. Sandra González-Bailón  
*Dissertation:* News Reading Publics and Audience Fragmentation in a Multi-lingual Political Context: Evidence from Online India (2014-2018)

**M.A. Communication** 2017  
University of Pennsylvania, Philadelphia, PA

**M.Sc. (Honours) Mathematics** 2014  
BITS-Pilani, Pilani, Rajasthan, India

**B.E. (Honours) Computer Science** 2014  
BITS-Pilani, Pilani, Rajasthan, India

## REFEREED PUBLICATIONS

Mukerjee, S. & Yang, T. (2020) [Choosing to Avoid? A Conjoint Experimental Study to Understand Selective Exposure and Avoidance on Facebook](#). *Political Communication*, 1-19

Mukerjee, S., Majó-Vázquez, S., & González-Bailón, S. (2018). [Networks of audience overlap in the consumption of digital news](#). *Journal of Communication*, 68(1), 26-50.

Mukerjee, S. (2016). [Net neutrality, Facebook, and India's battle to #SaveTheInternet](#). *Communication and the Public*, 1(3), 356-361.

## BOOK CHAPTER

Mukerjee, S. & González-Bailón, S., (2019) [Social Media Data: Quantitative Analysis](#). In P. Atkinson, S. Delamont, A. Cernat, J.W. Sakshaug, & R.A. Williams (Eds.), *SAGE Research Methods Foundations*

**OTHER  
PUBLICATIONS**

Majó-Vázquez, S., Mukerjee, S., Ahmed Neyazi T., & Nielsen, R. K. (2019) [Online Audience Engagement with Legacy and Digital-Born News Media in the 2019 Indian Elections](#). *Reuters Institute for the Study of Journalism Factsheet*.

Mukerjee, S. & Majó-Vázquez, S. (2019) [During the Indian election, news audiences consumed a wide and diverse range of sources](#). *Nieman Journalism Lab*.

Mukerjee, S., Majo-Vazquez, S., & Gonzalez-Bailon, S. [Response to Webster and Taneja's Response to Networks of audience overlap in the consumption of digital news](#) *Journal of Communication*, 68(3), E15-E18.

**MANUSCRIPTS  
IN PROGRESS**

Mukerjee, S., Jaidka, L., & Lelkes, Y. [The Ideological Landscape of Twitter Elites in America](#). (*under review*)

Mukerjee, S., Yang, T., Stadler, G. & González-Bailón, S. [What Counts as a Weak Tie? A Comparison of Filtering Techniques to Analyze Co-Exposure to News](#) (*under review*)

Mukerjee, S. [News Reading Publics in a Multi-lingual Political Context: Evidence from Online India](#) (*working paper*)

Mukerjee, S., Jaidka, L., & Lelkes, Y. Echo-Chambers and Affective Polarization: A Twitter Field Experiment (*in progress*)

Mukerjee, S., Yang, J., Kang, D., & Okada, T. Networks of Partisan Social Influence: An Experimental Study of Political Polarization and Participation (*in progress*)

**CONFERENCE  
PAPERS**

Mukerjee, S., Jaidka, K., & Lelkes, Y. (accepted) The Ideological Landscape of American Elites on Twitter. *The 6th International Conference on Computational Social Science*, MIT, Cambridge, MA

Mukerjee, S., (accepted) Understanding Audience Fragmentation by a Community Extraction Method: Evidence from India *The 6th International Conference on Computational Social Science*, MIT, Cambridge, MA

Mukerjee, S., & Yang, T. A Conjoint Experimental Study on the Effects of Social Media Cues on Selective Exposure. *The 70th Annual Conference of the International Conference Association*, Gold Coast, Australia

Mukerjee, S., Jaidka, K., & Lelkes, Y. The Ideological Landscape of American Elites on Twitter. *The 70th Annual Conference of the International Communication Association*, Gold Coast, Australia

Mukerjee, S., & Yang, T. A Conjoint Experimental Study on the Effects of Social Media Cues on Selective Exposure. *The 78th Annual Conference of the Midwest Political Science Association* (Conference canceled)

Mukerjee, S., Jaidka, K., & Lelkes, Y. (2019) Echo Chambers and Affective Polarization: A Twitter Field Experiment. *The 5th International Conference on Computational Social Science*, University of Amsterdam, Amsterdam, the Netherlands

Mukerjee, S. (2019) Using Network Science to Understand News Consumption in India. *The 5th International Conference on Computational Social Science*, University

of Amsterdam, Amsterdam, the Netherlands

**Mukerjee, S.**, & Yang, T. (2019) A Conjoint Experimental Study on the Effects of Social Media Cues on Selective Exposure. *The 5th International Conference on Computational Social Science*, University of Amsterdam, Amsterdam, the Netherlands.

**Mukerjee, S.** (2019) A Theory of Networked News Reading Publics: Evidence from Online India. *The 12th Annual Political Networks Conference*, Duke University, NC

**Mukerjee, S.**, & Yang, T. (2019) A Conjoint Experimental Study on the Effects of Social Media Cues on Selective Exposure. Poster presented at *the 12th Annual Political Networks Conference*, Duke University, NC

Yang, T., Majó-Vázquez, S., **Mukerjee, S.**, & González-Bailón, S. (2019) Niche News and Peripheral Fragmentation: A Network Percolation Approach to the Analysis of News Consumption. *The 69th Annual Conference of the International Communication Association*, Washington DC

**Mukerjee, S.**, Majó-Vázquez, S., & González-Bailón, S. (2018). Networks of audience overlap in the consumption of digital news. *The 4th International Conference on Computational Social Science*, Northwestern University, IL

**Mukerjee, S.** & González-Bailón, S. (2018). What Counts as a Weak Tie? A Comparison of the Different Thresholding Techniques for Thresholding Weighted Networks. Poster presented at the *4th International Conference on Computational Social Science*, Northwestern University, IL

**Mukerjee, S.**, Majó-Vázquez, S., & González-Bailón, S. (2018). Networks of audience overlap in the consumption of digital news. *The 11th Annual Political Networks Conference*, George Mason University, VA

**Mukerjee, S.** & González-Bailón, S. Digital News Consumption in India. (2018). *The 11th Annual Political Networks Conference*, George Mason University, VA

**Mukerjee, S.** & González-Bailón, S. (2018). What Counts as a Weak Tie? A Comparison of the Different Thresholding Techniques for Thresholding Weighted Networks. *The 68th Annual Conference of the International Communication Association*, Prague, Czech Republic

**Mukerjee, S.**, Majó-Vázquez, S., & González-Bailón, S. (2017). Are Audiences Fragmented in How They Consume News Online? *The 67th Annual Conference of the International Communication Association*, CA.

## INDUSTRY EXPERIENCE

**Data Scientist** Jun 2014 – Jul 2015  
**Abzooba Inc.**, Kolkata, India

Machine Learning engineer, responsible for conceptualizing, building, and deploying predictive analytics solutions for clients in the US health insurance domain.

**Software Engineering Intern** Jun 2013 – Jun 2014  
**Bravo Lucy As.**, Hyderabad, India

Developed the server-side of a predictive analytics product for global retail chains.

**Software Engineering Intern** Jun 2012 – Jul 2012  
**Ericsson Global Services**, Kolkata, India

	Designed and implemented a platform for the company's internal training needs.	
<b>TEACHING EXPERIENCE</b>	<b>University of Pennsylvania</b> , Philadelphia, PA	
	Understanding Social Networks (TA and Lab Assistant)	Spring 2017
	Media Industries and Society (TA)	Spring 2018
<b>AWARDS AND FELLOWSHIPS</b>	<b>Seed Research Funding</b> Summer Institute of Computational Social Science (SICSS) – Chicago (2019-20) (\$1,300)	
	<b>Student Grant</b> Graduate and Professional Student Assembly, University of Pennsylvania (2019)	
	<b>Dissertation Research Fellowship</b> Annenberg School for Communication, University of Pennsylvania (2019-2020) (\$31,000)	
	<b>Dissertation Research Fund</b> Annenberg School for Communication, University of Pennsylvania (2019-2020) (\$1,700)	
	<b>Dean's Summer Fellowship</b> Annenberg School for Communication, University of Pennsylvania (2015-2019) (4 x \$4,000)	
	<b>Travel Scholarship</b> National Science Foundation (2018-2019)	
	<b>Travel Scholarship</b> Northwestern University (2018)	
	<b>Doctoral Fellowship</b> University of Pennsylvania (2015-2020)	
<b>INVITED LECTURES</b>	<b>Human Cooperation Lab</b>	Apr 2020
	Massachusetts Institute of Technology, Cambridge MA	
	<b>Computational Communication Research Seminar</b>	Mar 2020
	University of Wisconsin-Madison, Madison WI	
	<b>Digital Propaganda and Public Opinion Lecture</b>	Mar 2020
	National University of Singapore, Singapore	
	<b>Microsoft Research Seminar</b>	Jan 2020
	Microsoft Research, New York City NY	
	<b>The Center for Social Media and Politics</b>	Jan 2020
	New York University, New York City NY	
	<b>Media Analytics Lecture</b>	Dec 2018
	Business Analytics Course at Praxis Business School, India.	
	<b>Research Methods for a Fragmented Media Environment</b>	Mar 2018
	Graduate Seminar at University of Pennsylvania, Philadelphia PA	
	<b>The Communication Research Experience</b>	Nov 2017
	Undergraduate Seminar at University of Pennsylvania, Philadelphia PA	
<b>ADDITIONAL TRAINING</b>	<b>Summer Institute in Computational Social Science</b> <i>Northwestern University</i>	Jun 2019

	<b>Mediterranean School of Complex Networks</b> <i>Universitat Rovira i Virgili, Italy</i>	Sep 2017
	<b>Annenberg Summer Institute in Methods &amp; Statistics</b> <i>University of Southern California</i> Scale Construction Critical Studies of Networked Infrastructure	Jun 2017
<b>PROFESSIONAL SERVICE</b>	Manuscript Reviewer for <i>Public Opinion Quarterly</i>	Ad-hoc
	Manuscript Reviewer for <i>Digital Journalism</i>	Ad-hoc
	Manuscript Reviewer for <i>PLOS One</i>	Ad-hoc
	Manuscript Reviewer for <i>International Communication Association</i> Computational Methods Division, Political Communication Division	2016-19
	Coordinator, DiMeNet research group, University of Pennsylvania	2016-18
	Committee Member, Annenberg Graduate Student Symposium Committee	2017-18
	Organizing Member, Penn-Rutgers-Princeton Social Epistemology Workshop	2017
	Google Student Ambassador, Campus liaison at BITS Pilani	2012-13
	Coordinator, Computer Science Association, BITS Pilani	2011-12
	Executive Committee Member, Bengali Association, BITS Pilani	2010-11
	Member, English Press Club, BITS Pilani	2009-2013
	Editorial team member, BITS Pilani annual English magazine	2009-13
<b>SKILLSET</b>	<p><b>Quantitative Methods:</b> Network analysis, statistical modeling, machine learning, experimental design, agent-based modeling, causal inference</p> <p><b>Programming/Scripting:</b> R (incl. plyr/tidyverse, ggplot), Python (incl. pandas, numpy, scikit-learn, plotly), SQL, Java, C++, C, L<sup>A</sup>T<sub>E</sub>X, Git, JavaScript (basic).</p>	

## REFERENCES

**Sandra González-Bailón, D. Phil.**

*Associate Professor of Communication*

Annenberg School for Communication, University of Pennsylvania

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**Yphtach Lelkes, Ph.D.**

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**Joseph Turow, Ph.D.**

*Robert Lewis Shayon Professor of Communication*

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**Michael X. Delli Carpini, Ph.D.**

*Oscar H. Gandy Professor of Communication and Democracy*

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